

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-6 (canceled)

1 Claim 7 (currently amended): A method comprising:
2 a) accepting search query information including a
3 word;
4 b) determining one or more words related to the word
5 included in the accepted search query;
6 c) generating an item request including
7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) retrieving items using the item request;
13 e) determining a score for each of the retrieved
14 items;
15 f) adjusting the scores of any items retrieved on the
16 basis of the one or more words determined to be
17 related to the word included in the accepted search
18 query relative to any items retrieved on the basis of
19 the word included in the accepted search query to
20 generate adjusted scores; and
21 g) serving at least some of the items to a client
22 device for rendering to a user, wherein the serving is
23 controlled, at least in part, using the adjusted
24 scores,
25 wherein the retrieved items are advertisements
26 and wherein the act of determining a score for each of the

27 retrieved items uses at least one of ad performance
28 information and ad price information.

1 Claim 8 (original): The method of claim 7 wherein the act
2 of adjusting the scores includes decreasing the scores.

1 Claim 9 (original): The method of claim 7 wherein the act
2 of adjusting the scores includes multiplying each of the
3 scores by a multiplier that is less than one.

1 Claim 10 (previously presented): The method of claim 9
2 further comprising:
3 h) updating the multiplier using performance
4 information.

Claim 11 (canceled)

1 Claim 12 (currently amended): The method of claim 10 ~~11~~
2 wherein the performance information includes ad selection
3 information.

1 Claim 13 (currently amended): The method of claim 10 ~~11~~
2 wherein the performance information includes ad conversion
3 information.

1 Claim 14 (original): The method of claim 10 wherein the
2 act of updating the multiplier is performed using a
3 function that causes the updated multiplier to converge to
4 observed user behavior relevant to performance divided by
5 predicted user behavior relevant to performance.

1 Claim 15 (original): The method of claim 10 wherein the
2 act of updating the multiplier is performed using the
3 formula:

$$4 \quad \text{updated_multiplier} = \frac{N \bullet \text{initial_multiplier} + \text{observed_user_behavior}}{N + \text{naively_predicted_user_behavior}}$$

5 wherein N is a number.

1 Claim 16 (original): The method of claim 15 wherein the
2 user behavior is selection.

1 Claim 17 (original): The method of claim 15 wherein the
2 user behavior is conversion.

Claim 18 (canceled)

1 Claim 19 (currently amended): A method comprising:
2 a) accepting search query information including a
3 word;
4 b) determining one or more words related to the word
5 included in the accepted search query;
6 c) generating an item request including
7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) retrieving items using the item request;
13 e) determining a score for each of the retrieved
14 items; and
15 f) adjusting the scores of any items retrieved solely
16 on the basis of the one or more words determined to be
17 related to the word included in the accepted search

18 query relative to any items retrieved on the basis of
19 the word included in the accepted search query to
20 generate adjusted scores; and
21 g) serving at least some of the items to a client
22 device for rendering to a user, wherein the serving is
23 controlled, at least in part, using the adjusted
24 scores,
25 wherein the retrieved items are advertisements
26 and wherein the act of determining a score for each of the
27 retrieved items uses at least one of ad performance
28 information and ad price information.

1 Claim 20 (original): The method of claim 19 wherein the
2 act of adjusting the scores includes decreasing the scores.

1 Claim 21 (original): The method of claim 19 wherein the
2 act of adjusting the scores includes multiplying each of
3 the scores by a multiplier that is less than one.

1 Claim 22 (previously presented): The method of claim 21
2 further comprising:
3 h) updating the multiplier using performance
4 information.

Claim 23 (canceled)

1 Claim 24 (currently amended): The method of claim 22 ~~23~~
2 wherein the performance information includes ad selection
3 information.

1 Claim 25 (currently amended): The method of claim 22 ~~23~~
2 wherein the performance information includes ad conversion
3 information.

1 Claim 26 (original): The method of claim 22 wherein the
2 act of updating the multiplier is performed using a
3 function that causes the updated multiplier to converge to
4 observed user behavior relevant to performance divided by
5 predicted user behavior relevant to performance.

1 Claim 27 (original): The method of claim 22 wherein the
2 act of updating the multiplier is performed using the
3 formula:

4
$$\text{updated_multiplier} = \frac{N \bullet \text{initial multiplier} + \text{observed_user_behavior}}{N + \text{predicted_user_behavior}}$$

5 wherein N is a number.

1 Claim 28 (original): The method of claim 27 wherein the
2 user behavior is selection.

1 Claim 29 (original): The method of claim 27 wherein the
2 user behavior is conversion.

Claims 30-31 (canceled)

1 Claim 32 (currently amended): A method comprising:
2 a) accepting search query information including a
3 word;
4 b) determining one or more words related to the word
5 included in the accepted search query;
6 c) generating an item request including

7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) retrieving items using the item request;
13 e) determining a score for each of the retrieved
14 items, wherein a score component is adjusted for any
15 items retrieved on the basis of the one or more words
16 determined to be related to the word included in the
17 accepted search query relative to any items retrieved
18 on the basis of the word included in the accepted
19 search query; and
20 f) transmitting at least some of the retrieved items
21 towards a client device for rendering to a user,
22 wherein the retrieved items are advertisements
23 and wherein the score component is at least one of ad
24 performance information and ad price information.

1 Claim 33 (original): The method of claim 32 wherein the
2 act of adjusting the score component includes decreasing
3 the score component.

1 Claim 34 (original): The method of claim 32 wherein the
2 act of adjusting the score component includes multiplying
3 the score component by a multiplier that is less than one.

1 Claim 35 (previously presented): The method of claim 34
2 further comprising:
3 g) updating the multiplier using performance
4 information.

Claim 36 (canceled)

1 Claim 37 (currently amended): The method of claim 35 ~~36~~
2 wherein the performance information includes ad selection
3 information.

1 Claim 38 (currently amended): The method of claim 35 ~~36~~
2 wherein the performance information includes ad conversion
3 information.

1 Claim 39 (original): The method of claim 35 wherein the
2 act of updating the multiplier is performed using a
3 function that causes the updated multiplier to converge to
4 observed user behavior relevant to performance divided by
5 predicted user behavior relevant to performance.

1 Claim 40 (original): The method of claim 35 wherein the
2 act of updating the multiplier is performed using the
3 formula:

4
$$\text{updated_multiplier} = \frac{N \bullet \text{initial multiplier} + \text{observed_user_behavior}}{N + \text{naively_predicted_user_behavior}}$$

5 wherein N is a number.

1 Claim 41 (original): The method of claim 40 wherein the
2 user behavior is selection.

1 Claim 42 (original): The method of claim 40 wherein the
2 user behavior is conversion.

Claims 43-52 (canceled)

1 Claim 53 (currently amended): Apparatus comprising:

2 a) an input for accepting search query information
3 including a word;
4 b) means for determining one or more words related to
5 the word included in the accepted search query;
6 c) means for generating an item request including
7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) means for retrieving items using the item request;
13 e) means for determining a score for each of the
14 retrieved items;
15 f) means for adjusting the scores of any items
16 retrieved on the basis of the one or more words
17 determined to be related to the word included in the
18 accepted search query relative to any items retrieved
19 on the basis of the word included in the accepted
20 search query to generate adjusted scores; and
21 g) means for serving at least some of the items to a
22 client device for rendering to a user, wherein the
23 serving is controlled, at least in part, using the
24 adjusted scores,
25 wherein the retrieved items are advertisements
26 and wherein the means for determining a score for each of
27 the retrieved items use at least one of ad performance
28 information and ad price information.

1 Claim 54 (previously presented): The apparatus of claim 53
2 wherein the means for adjusting use a multiplier, the
3 apparatus further comprising:

4 h) means for updating the multiplier using
5 performance information.

Claim 55 (canceled)

1 Claim 56 (currently amended): The apparatus of claim 54 ~~55~~
2 wherein the performance information includes ad selection
3 information.

1 Claim 57 (currently amended): The apparatus of claim 54 ~~55~~
2 wherein the performance information includes ad conversion
3 information.

1 Claim 58 (original): The apparatus of claim 54 wherein the
2 means for updating the multiplier use a function that
3 causes the updated multiplier to converge to observed user
4 behavior relevant to performance divided by predicted user
5 behavior relevant to performance.

1 Claim 59 (original): The apparatus of claim 54 wherein the
2 means for updating the multiplier use the formula:

3
$$\text{updated_multiplier} = \frac{N \bullet \text{initial_multiplier} + \text{observed_user_behavior}}{N + \text{naively_predicted_user_behavior}}$$

4 wherein N is a number.

1 Claim 60 (original): The apparatus of claim 59 wherein the
2 user behavior is selection.

1 Claim 61 (original): The apparatus of claim 59 wherein the
2 user behavior is conversion.

1 Claim 62 (original): The apparatus of claim 53.

1 Claim 63 (currently amended): Apparatus comprising:
2 a) an input for accepting search query information
3 including a word;
4 b) means for determining one or more words related to
5 the word included in the accepted search query;
6 c) means for generating an item request including
7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) means for retrieving items using the item request;
13 e) means for determining a score for each of the
14 retrieved items;
15 f) means for adjusting the scores of any items
16 retrieved solely on the basis of the one or more words
17 determined to be related to the word included in the
18 accepted search query relative to any items retrieved
19 on the basis of the word included in the accepted
20 search query to generate adjusted scores; and
21 g) means for serving at least some of the items to a
22 client device for rendering to a user, wherein the
23 serving is controlled, at least in part, using the
24 adjusted scores,
25 wherein the retrieved items are advertisements
26 and wherein the means for determining a score for each of
27 the retrieved items uses at least one of ad performance
28 information and ad price information.

1 Claim 64 (original): The apparatus of claim 63 wherein the
2 means for adjusting uses a multiplier, the apparatus
3 further comprising:
4 g) means for updating the multiplier using
5 performance information.

Claim 65 (canceled)

1 Claim 66 (currently amended): The apparatus of claim 64 ~~65~~
2 wherein the performance information includes ad selection
3 information.

1 Claim 67 (currently amended): The apparatus of claim 64 ~~65~~
2 wherein the performance information includes ad conversion
3 information.

1 Claim 68 (original): The apparatus of claim 64 wherein the
2 means for updating the multiplier use a function that
3 causes the updated multiplier to converge to observed user
4 behavior relevant to performance divided by predicted user
5 behavior relevant to performance.

1 Claim 69 (original): The apparatus of claim 64 wherein the
2 means for updating the multiplier use the formula:

3
$$\text{updated_multiplier} = \frac{N \cdot \text{initial_multiplier} + \text{observed_user_behavior}}{N + \text{predicted_user_behavior}}$$

4 wherein N is a number.

1 Claim 70 (original): The apparatus of claim 69 wherein the
2 user behavior is selection.

1 Claim 71 (original): The apparatus of claim 69 wherein the
2 user behavior is conversion.

Claims 72-73 (canceled)

1 Claim 74 (currently amended): Apparatus comprising:
2 a) an input for accepting search query information
3 including a word;
4 b) means for determining one or more words related to
5 the word included in the accepted search query;
6 c) means for generating an item request including
7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) means for retrieving items using the item request;
13 e) means for determining a score for each of the
14 retrieved items, wherein a score component is adjusted
15 for any items retrieved on the basis of the one or
16 more words determined to be related to the word
17 included in the accepted search query relative to any
18 items retrieved on the basis of the word included in
19 the accepted search query; and
20 f) means for transmitting at least some of the
21 retrieved items towards a client device for rendering
22 to a user,
23 wherein the retrieved items are advertisements
24 and wherein the score component is at least one of ad
25 performance information and ad price information.

1 Claim 75 (previously presented): The apparatus of claim 74
2 wherein the score component is adjusted using a multiplier,
3 the apparatus further comprising:
4 g) means for updating the multiplier using
5 performance information.

Claim 76 (canceled)

1 Claim 77 (currently amended): The apparatus of claim 75 76
2 wherein the performance information includes ad selection
3 information.

1 Claim 78 (currently amended): The apparatus of claim 75 76
2 performance information includes ad conversion information.

1 Claim 79 (original): The apparatus of claim 75 wherein the
2 means for updating the multiplier use a function that
3 causes the updated multiplier to converge to observed user
4 behavior relevant to performance divided by predicted user
5 behavior relevant to performance.

1 Claim 80 (original): The apparatus of claim 75 wherein the
2 means for updating the multiplier use the formula:

3
$$\text{updated_multiplier} = \frac{N \bullet \text{initial_multiplier} + \text{observed_user_behavior}}{N + \text{naively_predicted_user_behavior}}$$

4 wherein N is a number.

1 Claim 81 (original): The apparatus of claim 80 wherein the
2 user behavior is selection.

1 Claim 82 (original): The apparatus of claim 80 wherein the
2 user behavior is conversion.

Claims 83-84 (canceled)

- 1 Claim 85 (previously presented): The method of claim 7
- 2 wherein the act of retrieving ads using the ad request
- 3 retrieves ads relevant to any one of the words of the
- 4 generated ad request.

Claim 86 (canceled)